

Last year, in 2014 ITV Plc made a profit of £605m. They achieved this, yes, through their vast production company and other interests - but mostly, it was advertising revenue. Ad revenue that they get from the regions. The regions they have continually cut back and generally just let fall in to disrepair. Why should ITV reap the rewards of ad revenue and prime EPG slot, while not delivering an up-to-scratch service to viewers? It's not fair. ITV Plc is comfortably better off than 6/7 years ago when it cut back it's regions - so why not make them bring them back? Ofcom, you have ruined TV. Regional tv especially. Your light touch "softly, softly" approach to regulation has lead to job cuts, and a general fall in quality since you came in to power. What a farce. What an excuse that my regional/local service is presented out of my region. You need to call on ITV to restore all it's regions, back to the map it was in 2008. You need to force ITV to provide a non-news rural affairs every week, as well as extending bulletins. ITV have got away with too much, not you need to catch up on them and prove yourselves as a so-called "regulator" and show you can fix the mess you have caused. Create jobs, create new opportunities for people and help the regional TV market. Ofcom - come down on ITV. You are the regulator, do not let them bully you. You are the bigger one - please bring back the regions. Sort ITV out.